

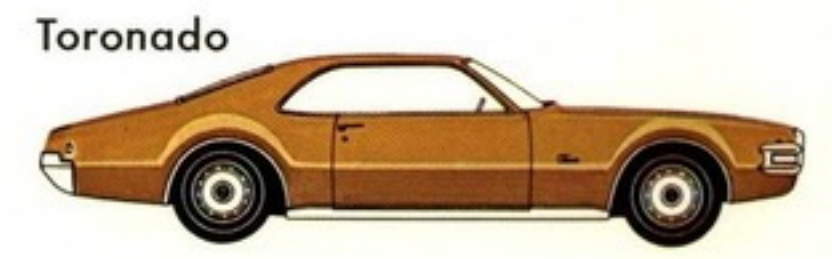
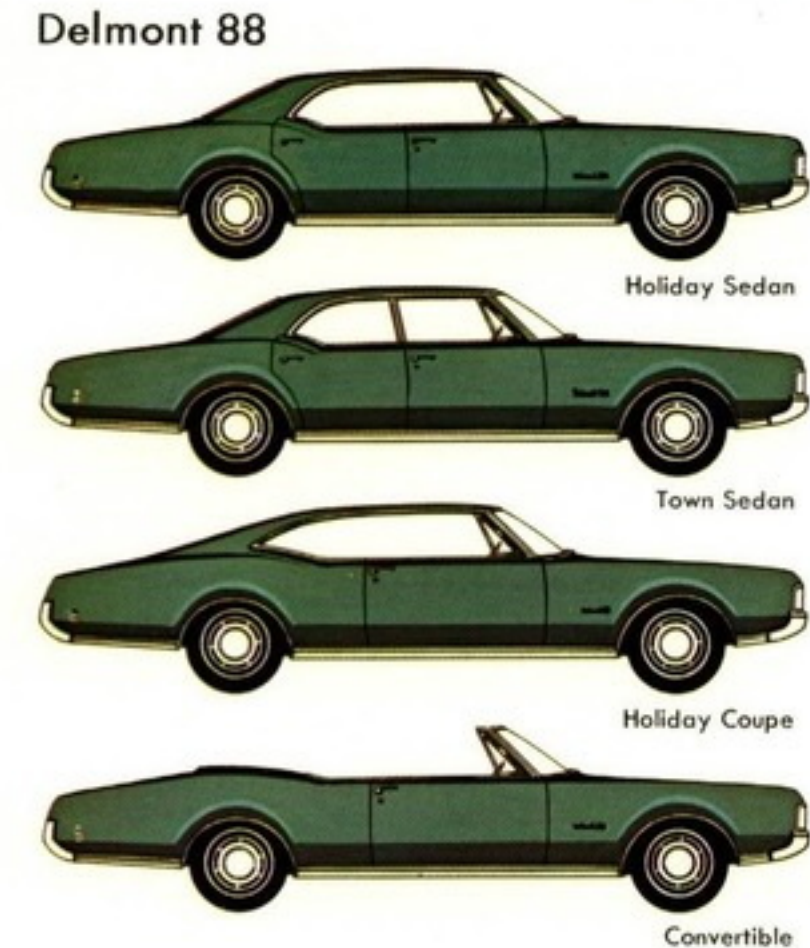
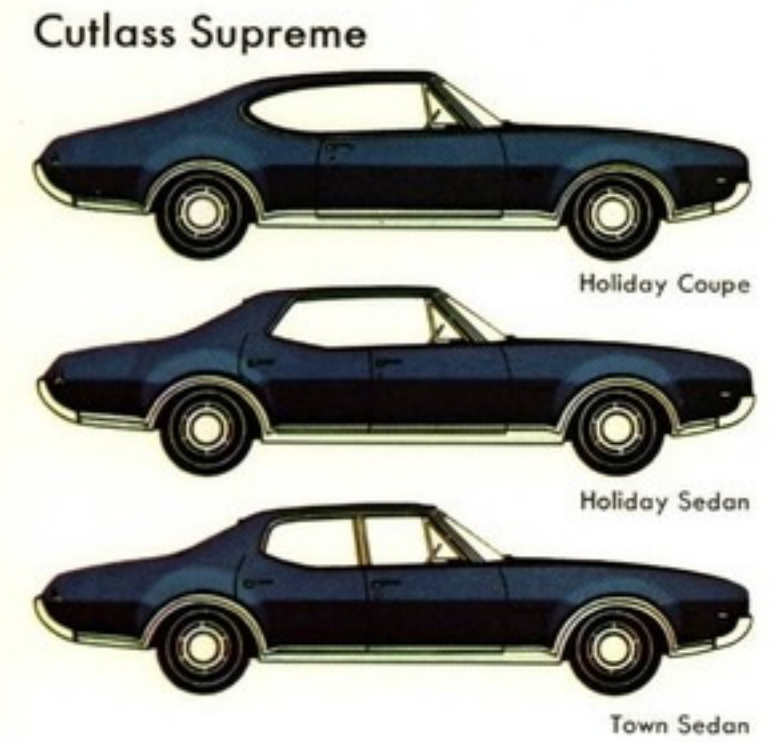


DUECK

1300 WEST BROADWAY

Oldsmobile for '68

Glossary of Models



You asked for it and here it is! The great new array of 1968 Oldsmobiles. Big Oldsmobiles! Smaller Oldsmobiles! Sporty, sedate, practical, luxurious or as you like it—but all Oldsmobiles! Thirty-one smart new models for '68—from the league-leading front-wheel-drive Toronado to the dollar-saving new Olds F-85. And this Glossary of Models is offered to make your choice as easy as possible. See you at your Olds Dealer's!

Young in the way they look. Young in the way they feel. Young in the way they move. That's what the new 1968 Oldsmobiles are all about. A new generation of cars with a new generation of Rocket Engines, and with all the GM Safety Features for 1968. This is their story.



The 1968 story from Oldsmobile



4-4-2 Holiday Coupe

4-4-2 is the performance Olds for the purist. All-new style says so. So do all its goodies. Taut, heavy-duty suspension. 400-cube, 350-hp Rocket V8. Twin exhausts. Wide-oval Red-Line tires. High-performance axle. Buckets, too.



Hood louvers are very "in" these days, and 4-4-2 makes 'em yours. At no charge.



No denying it: 4-4-2 is quite a show-off—with a whole assortment of ingenious features for being so. Optional extra-cost tach-clock Rocket Rally Pac lets you check the action or check the hour; nestles neatly into instrument panel.



Dual exhausts are standard, too—complete with chrome collars notched into rear bumper.



Fully synchronized 3-on-the-floor gear box is standard. But close- or wide-ratio 4-on-the-floor with Hurst shifter, as shown, 3-speed Turbo Hydra-Matic Drive are available at extra cost, too, along with control console.



What you saw on the previous page would be pizzazz aplenty for most cars, but not for 4-4-2! And this dashing dash is just one case in point. Dials are recessed.



Wide front-fender Rally Stripe is another 4-4-2 touch you can specify if you care to embellish that rakish new appearance.



This front-door detailing aptly testifies that austerity has no place in 4-4-2. Vent windows are conveniently crank-operated.



You get all kinds of choices when it comes to young wheels. These Custom Sport Wheels, wire wheels or Sport Covers are all available at extra cost. Wide-oval Red-Lines and GT pinstriping are both standard items on 4-4-2.



4-4-2 comes with a pair of these tailored buckets, too (front shoulder belts and seat belts for all passenger positions included). Bench seat is yours at no charge, if you'd rather have it.



4-4-2 Sports Coupe



4-4-2 Convertible

Decisions. Decisions. Just when you'd settled on that Holiday Coupe on the preceding page, up pops 4-4-2 with two more models.

In the performance department they have a 400-CID, four-barrel V8 that delivers 350 hp, offers greater torque in lower driving ranges. Heavy-duty prop shaft and motor mounts and

3.31-to-1 rear axle are standard. So are high-rate springs and shocks, stabilizers (front and rear) and H.D. wheels with Red-Lines.

If you're strictly a sportsman, front disc brakes and UHV Transistorized Ignition are also available. And 4-4-2's cruising option features a two-barrel V8 engine and a 2.56-to-1 economy axle.



Cutlass Supreme Holiday Sedan

Cutlass Supreme: Poshest of the trim-size Oldsmobiles. One coupe. Two sedans. With bigger V8 Rocket Engines. Quieter ride. And pure luxury that says the Olds Cutlass Supreme is a very savvy place to be this year.

Used to be this kind of luxury was reserved for the privileged few. Cutlass Supreme just made it available to the privileged *many*. In three suave versions, no less. Shown left is the Cutlass Supreme Holiday Sedan—bigger than ever outside (with a 116-inch wheelbase), bigger than ever inside. The vinyl roof is offered in four colors for '68—black, gold, parchment or blue—as an extra-cost option. And Cutlass Supreme's interior never said "elegant" so effusively. This bench seat is standard—complete with fold-down centre armrest to effect a bucket touch. Two front-seat shoulder belts, front and rear seat belts for all passengers are included, too.

Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on page 31.



Cutlass Supreme Holiday Coupe



Cutlass Supreme Town Sedan

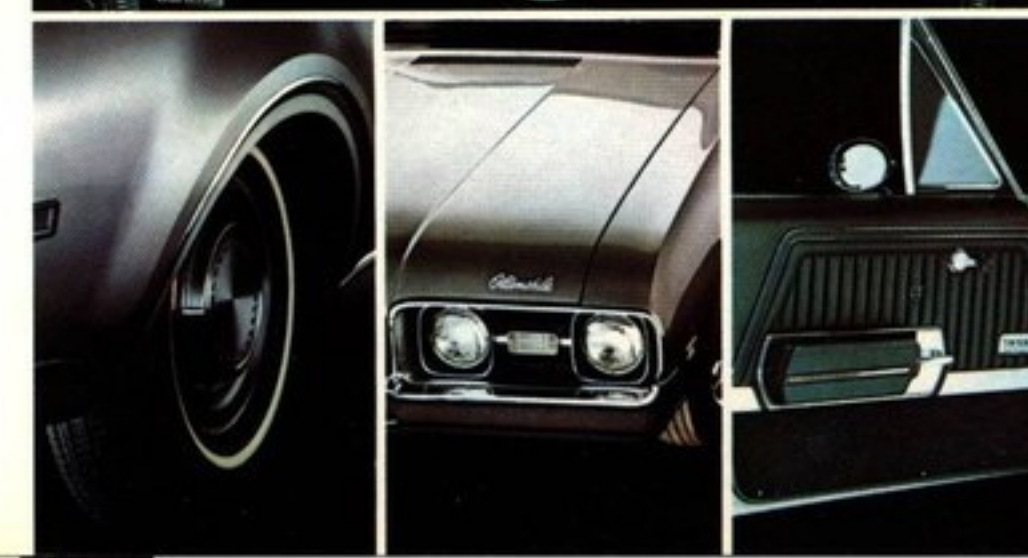
Leave it to Olds. They come storming out with a swashbuckler like Cutlass Supreme—then, just to make deciding harder, they give you a choice of *three* svelte body styles: Holiday Sedan (shown on previous page); Holiday Coupe (top); and this pillar four-door which we call the Town Sedan. And all three of them have specifics galore. Like a new 350-cubic-inch Rocket V8 (in both regular- or

premium-gas editions) that proffers higher torque, better mileage. Or transmissions geared to your kind of go: Standard fully synchronized 3-Speed—or 4-on-the-floor or Jetaway automatic, optional for a mere pittance. Not to mention a whole assortment of built-ins—from windshield wipers that hide away when not in use to an ignition alarm that buzzes if you forget to take your keys!



You're looking at Cutlass Supreme, the new-size Oldsmobile that lets you live lavishly without spending that way. New Cutlass Supreme instrument control centre is standard. So is the deluxe steering wheel. Rocket Rally Pac (including engine gauges) is optional at extra cost.

The fresh touch extends clear down to the road. Side marker lights, chrome wheel opening and lower body moldings are all included in the modest Cutlass Supreme price for '68.



Sculptured hood, distinctive twin headlight design with centre parking lamp are earmarks of all three Cutlass Supreme models.

Take a little thing like a door panel. Can you find one better looking than this in all the low-price field (or any field, for that matter)? Vent windows are crank-opened.



Cutlass S Holiday Coupe

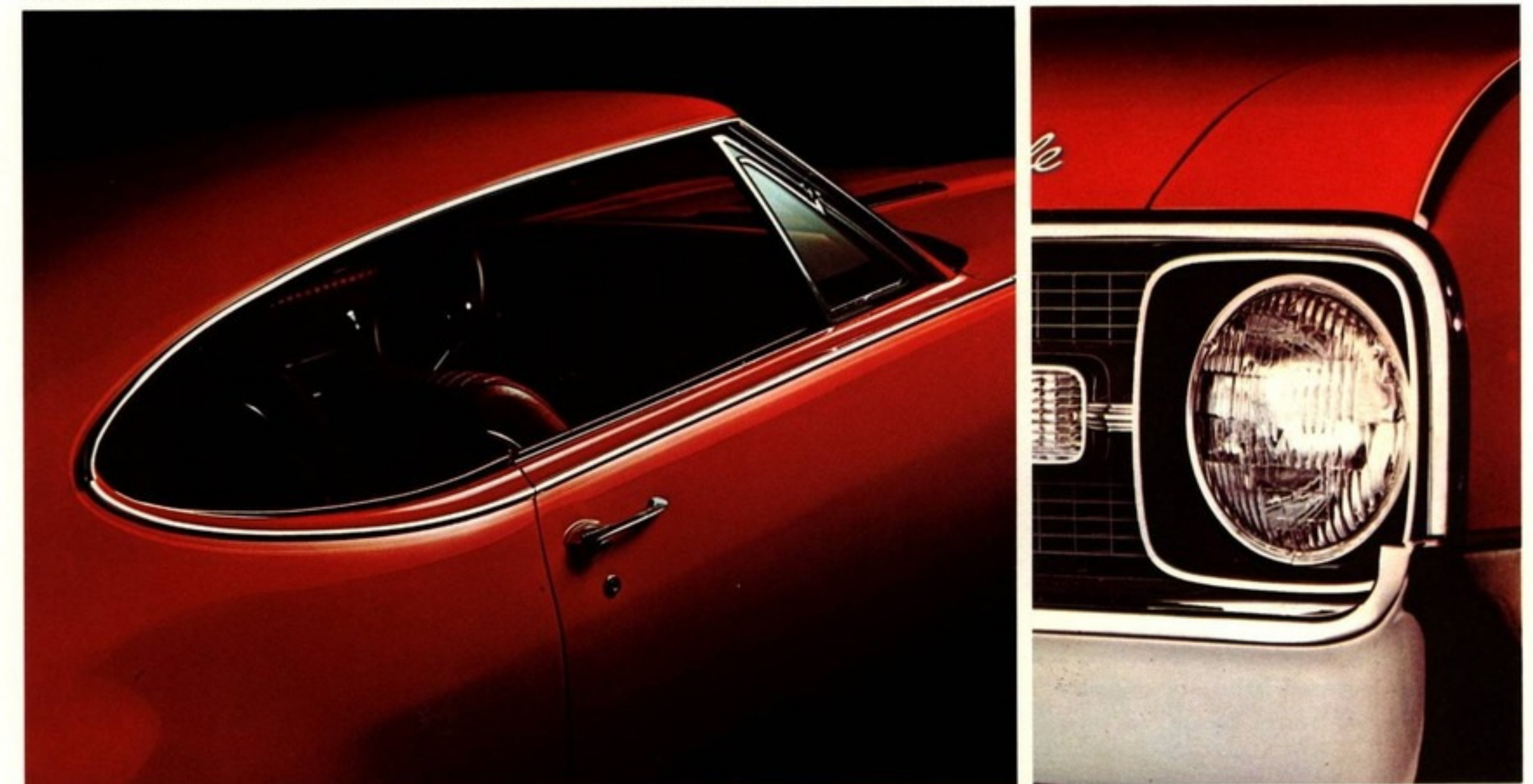
This is the new Cutlass S. Low-slung, low-priced sassy Olds swinger for doing the things you do and going the places you go. 350-cubic-inch V8 or Action-Line 6. Three coupes—including a bucket-seat convertible.

Here's the kind of chic you might expect out of some future era. But Cutlass S has it right now! In detailing that has "young" written all over it. Lines that say "youth" in a suave new way. One pizazzy example: This daring hardtop window line—crisply tailored, chrome-edged.

Sweeping rear end makes Cutlass S as stylish going away as it is coming on. And as though that weren't enough style to make Cutlass S stand out of the year, such items as dual exhausts, GT pinstriping and an assortment of wheel designs are available at extra cost.

Cutlass S lights the way when it comes to front-end fashion. Subtly tooled headlight motif is meticulously integrated with a grille design that is both attractive and distinctive.

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Cutlass S Sports Coupe

Cutlass S Convertible



Handsome as it is, there's more to Cutlass S than meets the eye.

Under that louvered hood, for example, is your choice of a 350-cubic-inch, two-barrel Rocket V8 or a thrifty 250-CID Six. Or if you wish, you can order a 350-cube, four-barrel version.

Standard transmission is a fully synchronized 3-Speed column version. Though Olds lets you tailor your Cutlass S to suit:

4-on-the-floor or Jetaway automatic, both yours at extra cost.

You may want to equip Cutlass S with our new Rally Sport Suspension (heavy-duty springs, shocks, front stabilizers). Or Anti-Spin Differential. Or a stereo tape player. Or you name it.

Now put the top up on the Convertible and notice: Glass rear window, makes looking out of Cutlass S as easy as looking at it.



Talk about sitting in the lap of luxury. Cutlass S interior is the place to do it. These Moroccan-tailored buckets are standard on the convertible, extra-cost option on closed coupes, should you care to sport it up a bit. And they come in red, teal, gold, blue, black or parchment. Generously padded bench seat is standard on Sports Coupe and Holiday Coupe in the last three colors noted. Carpeting—deep-piled and dyed to match color scheme—is standard item. Console and 4-on-the-floor are extra-cost add-ons.

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Cutlass Town Sedan



Cutlass Holiday Sedan

Say you like your fashion in the four-door manner? Cutlass serves it up in a pair of handsome sedans that strut their stuff on a bigger-than-ever 116-inch wheelbase.

Perfect complement to the swashbuckling Cutlass S trio, they offer the same engine fare—350-cubic-inch V8 or 250-cube Action-Line Six. There's comfortable foam padding under the new

fabrics (in addition to all-vinyl interiors, you'll find a variety of luxurious cloth-and-vinyl motifs available). And a whole raft of Oldsmobile options—from vinyl top to stereo tape player—let you doll-up your Cutlass to taste.

And now that you've decided on a Cutlass Sedan, you have only one final dilemma: Hardtop or pillar model—which one?



SAFETY FEATURES FOR 1968

Energy-absorbing steering column • Seat belts with pushbutton buckles for all passenger positions • Shoulder belts for driver and right front passenger with pushbutton buckles and convenient stowage provision on all models except convertibles • Passenger-guard door locks—all doors • Four-way hazard warning flasher • Dual master cylinder brake system with warning light and corrosion-resistant brake lines • Latches on folding seat backs • Dual speed windshield wipers and washer • Outside rearview mirror • Backup lights, plus new side marker lights and parking lights that illuminate with headlights • Padded instrument panel, sun visors, windshield pillars • Reduced-glare instrument panel top, inside windshield moldings, horn button, steering wheel hub and windshield wiper arms and blades • Inside day-night mirror with deflecting base • Lane-change feature in direction signal control • Safety armrests • Thick-laminate windshield • Soft, low-profile window control knobs and coat hooks • Energy-absorbing seat backs • Energy-absorbing instrument panel with smooth contoured knobs and levers • Tire safety rim • Safety door latches and hinges • Uniform shift quadrant • Snag-resistant steering wheel hardware • Fuel tank and filler pipe security.



F-85 Club Coupe



F-85 Town Sedan

F-85: Lowest-priced of all the new look Olds. But pure Oldsmobile all the way. Two models—coupe or sedan. Two kinds of action—Rocket V8 or agile 6. But only one kind of style—the inimitable '68 Oldsmobile kind!

It seems a bit belittling to talk price in terms of a car with so much going for it. But the fact is, F-85 is the lowest-priced Oldsmobile of them all. And that's only one iota of its claim to fame.

Both F-85 models feature the same new 350-cube V8 or thrifty Action-Line 6 that other intermediate Olds models do. Both offer a whole new rainbow of fastidiously tailored interiors. And, of course,

both are heir to the list of General Motors safety features for 1968: Seat belts for all passenger positions, side marker lights, windshield washer and dual-speed wipers, four-way hazard warning flasher, outside rearview mirror—to name only a few.

Trim-size Club Coupe. Longer, 116-inch-wheelbase Town Sedan. There's absolutely no easier way to go Oldsmobile.



Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on page 31.

Delmont 88 Holiday Coupe

Delmont 88: Lowest-priced of all the full-size '68 Oldsmobiles. Lower-looking outside. More luxurious inside. Powered by a new generation of Rocket V8s: Bigger. Quieter. Smoother. More economical to operate.

Who says you can't have your cake and eat it, too? Not the '68 Eighty-Eights. Even Oldsmobile's lowest-priced 88 series, the Delmont, gives you an interior as unabashedly elegant as this. And there are six other interiors, equally elegant, available for you to pick from, including a Custom trim. Fabrics with the richness of brocade. Vinyls with the look of leather. Carpeting so soft and inviting you'll want to kick off your shoes. And why shouldn't you? It's your car, isn't it?

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Delmont 88 Holiday Sedan



Delmont 88 Town Sedan

Delmont lets you have your cake and eat it, too, especially in the performance department.

Standard power plant is a 2-barrel Rocket 350 V8. It develops 250 hp on regular gas and can be teamed with Jetaway Drive. Also available is a premium-fuel, 4-barrel Rocket 455 that generates 365 horsepower. And you can specify Turbo Hydra-Matic, if

you wish. Incidentally, Jetaway Drive and Turbo Hydra-Matic are even smoother and quieter this year, which is really going some.

And to top it off, one final bit of frosting: Torque output on both V8 engines has been increased for more usable power at lower engine speeds, with significant improvements in fuel economy. All of which is reason enough to go Oldsmobile in a big way this year.

Delmont 88 Convertible





Delta 88 Custom Holiday Coupe

Delta 88: For the family that likes its action king-size and its car to match. Five sumptuous Delta 88 Olds beauties—including the two Custom hard-tops you're looking at. All with the biggest Rocket V8 any 88 ever had!

Delta 88 makes no pretense to being a plain-Jane, garden-variety-type car. Couldn't get away with it if it tried. That plush notch-back seat, for example, is a distinguishing bit of standard equipment on both Delta Custom models.

This is the Delta 88 Custom Holiday Sedan. You can embellish it even beyond this with such posh options as vinyl top or stereo tape player. But this is only the beginning of the Delta 88 story.

The sleek-contoured buckets (with control console, if you wish) are available on the Coupe and add a very sporty touch indeed. Turn the page for more.

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Delta 88 Holiday Sedan



Delta 88 Town Sedan

See what Olds means by selection? First, you get your choice of that plush pair of Delta Custom hardtops, shown on the previous page. Then you're dazzled by three more dashing Delta 88 Oldsmobiles—two swinging sedans and a grandiose Holiday Coupe. Their rakish look is all that shows from here, of course. But that's just to get you inside where you'll discover the pleasures of Delta roadmanship. On a big, solid 123-inch wheelbase. Over a smooth,

road-leveling four-coil spring suspension. Back of the largest Rocket V8 that Oldsmobile ever made—regular-or premium-fuel versions. Naturally, all the thoughtful General Motors safety features for '68. Fresh touches? Delta 88s have them stem to stern. But one you won't see is windshield wipers. They're hidden in a special cove—out of sight and protected against the weather. They come out when you turn 'em on.

Delta 88 Holiday Coupe



Ninety-Eight Luxury Sedan

Ninety-Eight, most luxurious Olds in any year. With impressive looks and impeccable appointments to substantiate its claim as Oldsmobile's finest. Performance that sets it apart from other cars in the fine-car field.

Some Oldsmobiles take naturally to white tie and tails. And this Luxury Sedan interior is a perfect setting for the occasion. It combines supple softness of Moroccan with an embroidered fabric unexcelled for elegance. There are so many thoughtful touches, too. Like assist handles. Padded armrests, front and rear. And in the recessed vanity, a mirror and tissue-towelette dispenser, should a lady wish to powder her nose.

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Ninety-Eight Holiday Sedan

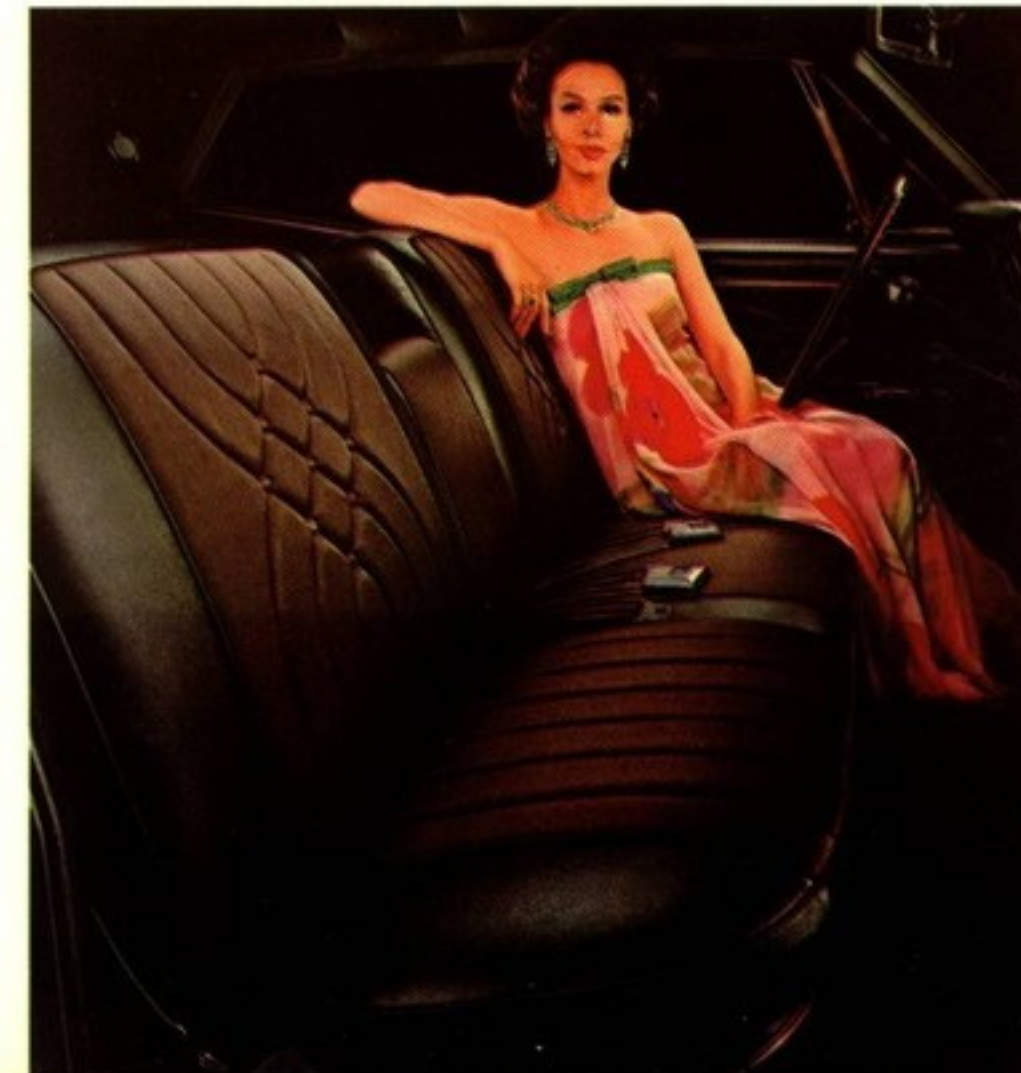


Ninety-Eight Town Sedan

There are things you have every right to expect of an Oldsmobile. Comfort and convenience are high on the list. That's why every Ninety-Eight, the finest of the Oldsmobiles, comes fully equipped to make driving as effortless as possible.

In big things like a 455-cubic-inch Rocket V8 and Turbo Hydra-Matic transmission, Power Steering and Power Brakes, Power Windows and Power Seat (except Ninety-Eight Town Sedan).

And in little things also. An electric clock. A convenient map light. Individual ashtrays. Deep-pile, wall-to-wall carpeting, color-keyed to your own choice of interior. To name only a few. So feel free to expect a lot of your new Ninety-Eight Oldsmobile. The people at Oldsmobile work very hard to see that you're never disappointed.

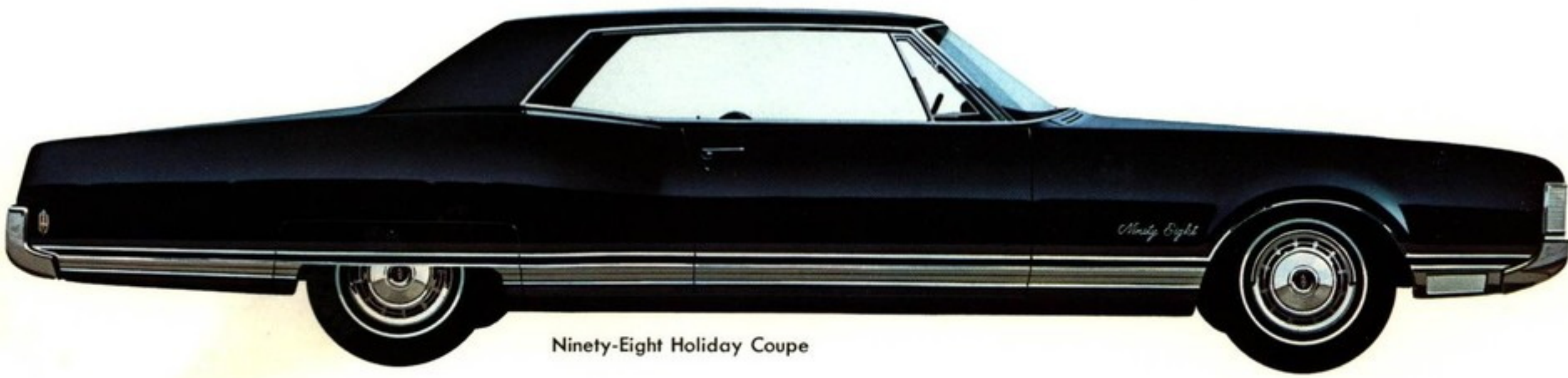


This is the inside story of a '68 Ninety-Eight Holiday Sedan, and it is every bit as gracious and inviting as it looks. (Pity, though, that, you can't see the handsome wood-grained instrument panel.) Deeply molded door panels, deeply padded armrests, deeply tufted carpeting — they're all part of the package. A very attractive package indeed.

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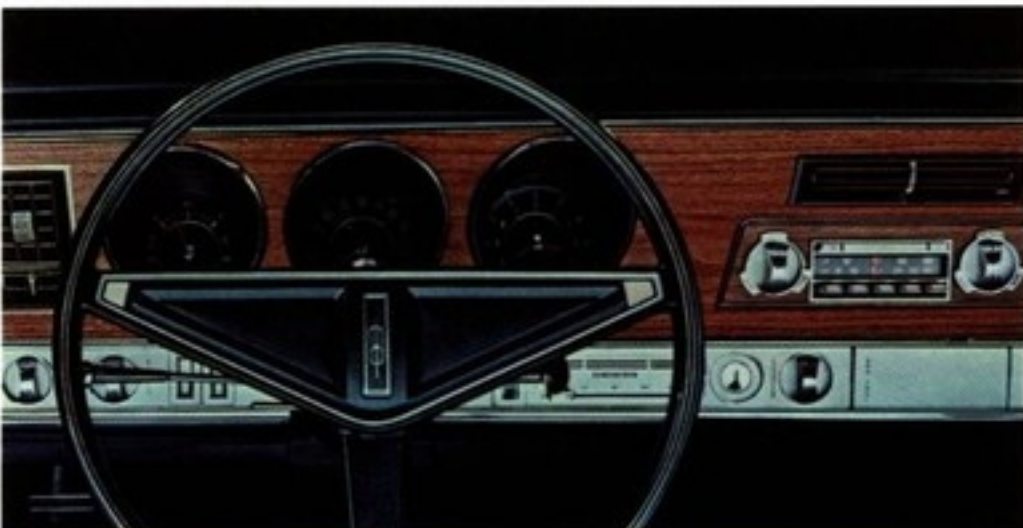
Ninety-Eight Convertible



Ninety-Eight Holiday Coupe

A fine car. A luxury car. A prestige car. Oldsmobile's Ninety-Eight is all three—and an exceptional performer as well. Ride, response and handling are remarkable for a car with such impressive dimensions. A generous 126-inch wheelbase and a rugged perimeter-type Torque-Beam Frame provide a solid foundation. They work in concert with a four-coil-spring suspension

system to deliver a ride that is soft and supremely comfortable. Brakes are self-energizing and self-adjusting. And every Ninety-Eight is powered by a 365-hp Rocket V8 Engine, teamed with Oldsmobile's famous Turbo Hydra-Matic. Ninety-Eight respects your safety, too, of course. Every model features the thoughtfully designed GM safety items.

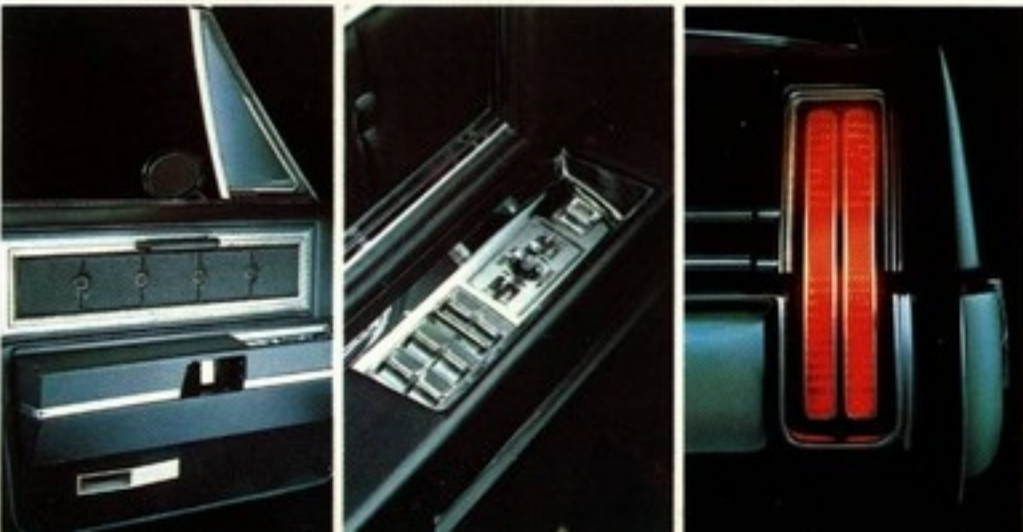


It goes up and down (seven positions). In and out (three positions). It's Oldsmobile's Tilt-and-Telescope Steering Wheel. An extra-cost option that pays off in extra convenience. New this year: A horn control all the way around the inside of the steering wheel that sounds when you squeeze it.

Fashion and function combine forces in the Ninety-Eight. The door handle is inset in armrest. Rearview mirror and door reflector are standard.

A touch of a finger is all it takes. Power control console at driver's side provides fingertip control of seat, windows, doors.

Ninety-Eight's impressive new taillights say "stop" with authority, are integrated into massive triple-chromed bumpers.



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Toronado' 68: The front-wheel-drive trendsetter. With an exciting new look outside. Acres of new luxury inside. Smooth new ride below. And up front, the added performance of a 455-cubic-inch Rocket V8 Engine.

Criminal, isn't it? All that out-and-out opulence in just one automobile. Well . . . not if you're the guy who's sitting there, it's not. And on the chance you might be, here are some things to look for: A deluxe interior option, like this, featuring padded Strato Bench Seat with fold-down armrest, or individual buckets if you'd rather. Carpeting; feel how thick. Floors; look how flat. Vinyls; feel how rich. Appointments; look how bold. And all wrapped up in your choice of seven handsome, hand-picked Toronado colors! One thing is sure. Toronado speaks for you; you don't have to speak for it.



We don't delude ourselves. Toronado '68 isn't the car for every driver on the block. Never was. Never will be. But for those demanding individualists who favor boldness with a difference and action with some size, Toronado has an unimpeachable one-of-a-kindness.

For such significant reasons as: A 455-cubic-inch V8 power plant, with improved torque in all ranges, that delivers 375 horsepower. A Force-Air Induction System (optional, extra cost) that combines cold-air induction, high-output cam, higher axle ratio, dual exhausts and 400 hp. Doors that open wide and easy. Floors that are flat. A refined suspension that smooths the ride without diminishing Toronado's front-wheel tracking superiority. Not to mention front-wheel drive itself, of course—the ingenious drive system that doesn't mean a thing until you try it, and then means everything in the world. As any Toronado owner will tell you.

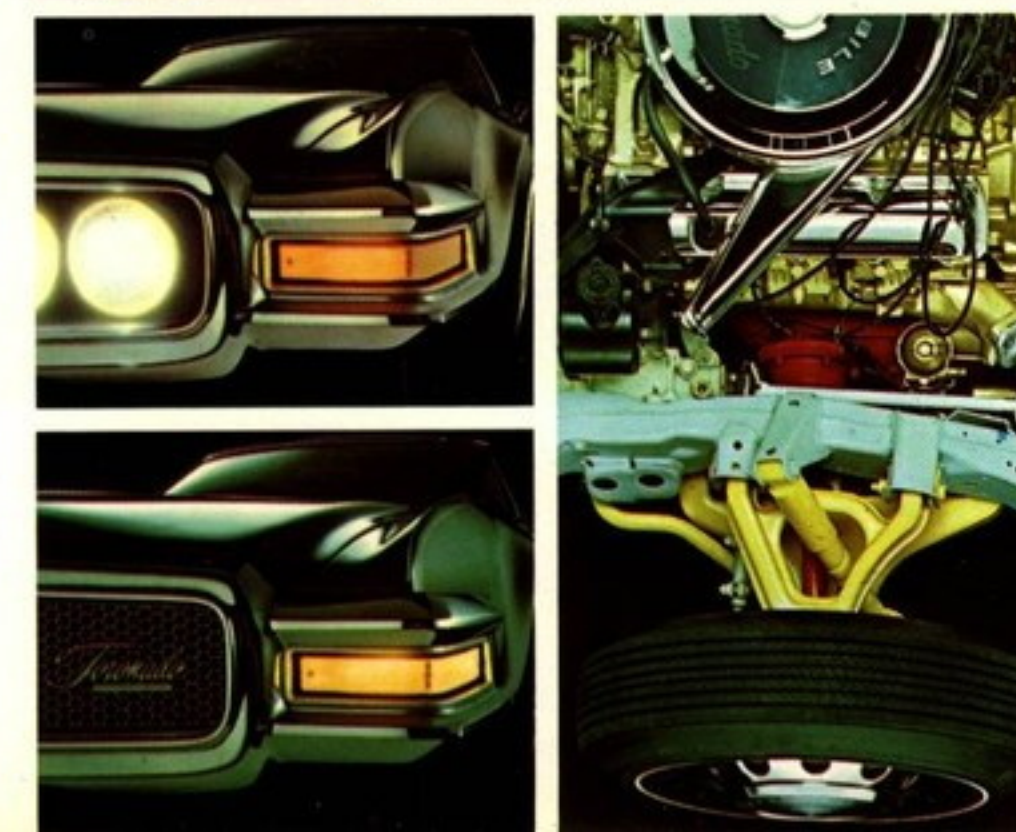


If you were a Toronado owner, here are some of the things that would brighten every day. Handsome instrumentation is shrewdly clustered in front of you, right where it ought to be. Ashtrays are conveniently located in armrests. And that optional Tilt-and-Telescope Steering Wheel has a horn control all the way around the inside of the steering wheel (just squeeze your hand to sound off!).

Charge of the light brigade! Just pull the switch, Toronado grille rolls back and headlights make their appearance. Right now!

When lights are switched off, grille rolls back down to conceal 'em. Wraparound directionals and fender pinstriping are both part of of the new Toronado '68 look, too.

This is the machinery that gives Toronado its proud reputation. 375-hp V8 and special Turbo Hydra-Matic deliver power to front wheels. Superior tracking, precision cornering, adroit performance in mud or snow are built-in.



Olds offers, at modest extra cost, a variety of options and accessories, many of which are shown in the car illustrations, and are also described on page 31.

Vista-Cruiser Wagon



Vista-Cruiser 3-Seat Wagon

Vista-Cruiser: Whopping new Oldsmobile wagon. For '68, even bigger than ever to carry more of the things you carry. Two seats or three, all facing front. Plus a 350-cubic-inch Rocket V8—up to 400 cubic inches big!

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Cutlass Wagon

Everybody can get in the swim with Vista-Cruiser on the scene. It's yours in 2- or 3-seat Custom versions that sport wood-grained vinyl exteriors and ultra-deluxe interiors. This year there's more room than ever under that tinted heat-resisting Vista-Roof. There's a longer 121-inch wheelbase, eight extra inches of overall length and a larger, 100.5-cubic-foot cargo area. Second seat on 3-seat model is over 5 feet wide, positioned for easy entry, added head- and legroom.

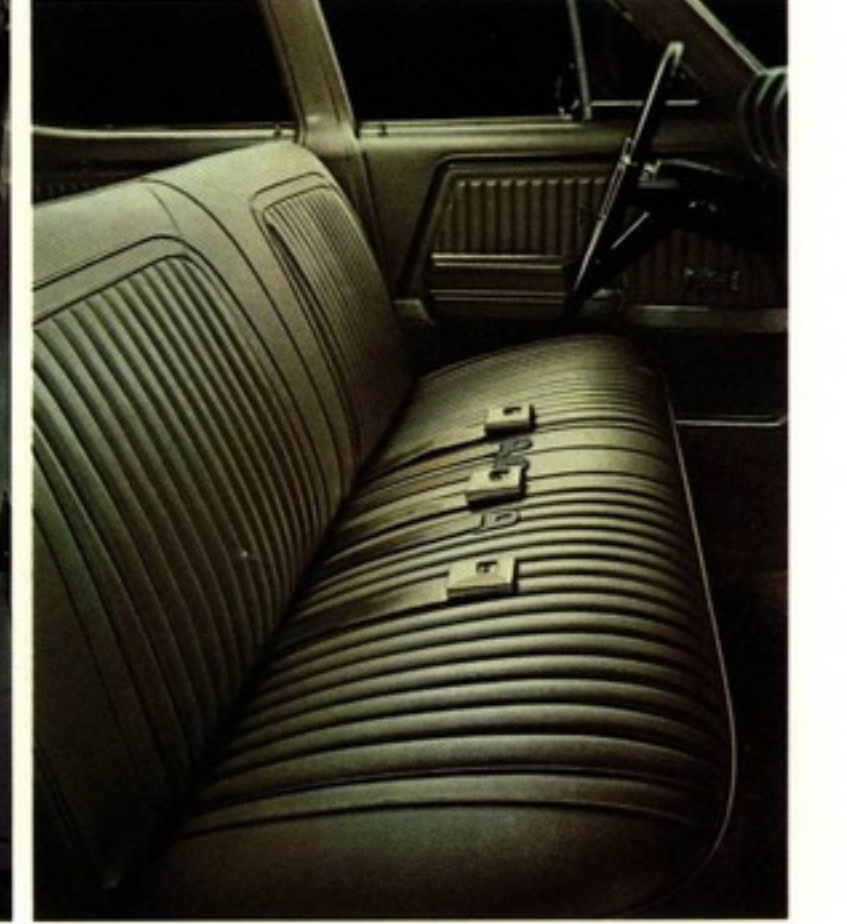
New wraparound taillights and backup lights are both attractive and effective, and frame Vista-Cruiser's wood-grained vinyl paneling.



All Vista-Cruisers feature a below-deck luggage compartment. Deluxe Steering Wheel, carpeting, padded Vista-Roof visors are standard, too.



You really travel first-class in a Vista-Cruiser. Four beautifully practical Moroccan interiors and a tastefully tailored cloth trim are yours to choose.



Cutlass Station Wagon: Lets you go where you want to go, take what you want to take, without ever leaving the low-price field. Action-Line 6 or Rocket 350 V8. Two seats. Load space galore. It's pure Oldsmobile!



Cutlass Wagon

Cutlass gives you much more wagon than ever before. Longer 116-inch wheelbase. Longer 205.6-inch overall length. Larger 86.8-cubic-foot carrying capacity. And to tote it all, your choice of two young and spirited regular-gas engines, 250-cubic-inch Six or 350-cubic-inch V8. (A high-compression, premium-fuel Rocket V8

is also available.) Cutlass carries you in style, with Moroccan interiors that are long on looks and short on care. Carries you in ease, too, with coil springs on all four wheels to assure an Olds ride all the way! Which all goes to prove that a little money still buys a lot of wagon—when it's an Oldsmobile.

Oldsmobile action comes as you like it. New generation of Rockets includes eleven bigger-than-ever V8s. Quieter. More economical to operate. More responsive. Plus an Action-Line 6. And four smooth transmissions.

NEW GENERATION OF ROCKETS

The Oldsmobiles with their all-new styling called for a special kind of Oldsmobile to spark the action, and a whole new generation of Rockets was born. A young new breed of Rocket Engines that turn up more torque at lower rpm—deliver more power at lower operating cost.

400-hp Rocket 455 V8

Horsepower: 400 at 4800 rpm
Torque: 500 lb.-ft. at 3200 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajete (4-barrel)
Carburetor with Force-Air Induction System and dual exhaust outlets
Fuel: Premium gasoline
Available at extra cost in Toronado

375-hp Rocket 455 V8

Horsepower: 375 at 4600 rpm
Torque: 510 lb.-ft. at 3000 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajete (4-barrel)
Carburetor
Fuel: Premium gasoline
Standard in Toronado

365-hp Rocket 455 V8

Horsepower: 365 at 4600 rpm
Torque: 510 lb.-ft. at 3000 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajete (4-barrel)
Carburetor
Fuel: Premium gasoline

Standard in Ninety-Eight. Available at extra cost with Turbo Hydra-Matic in Delta 88 Custom, Delta 88 and Delmont 88

320-hp Rocket 455 V8

Horsepower: 320 at 4200 rpm
Torque: 500 lb.-ft. at 2400 rpm
Displacement: 455 cu. in.
Compression ratio: 10.25-to-1
Carburetion: 2-barrel carburetor
Fuel: Premium gasoline
Standard with Turbo Hydra-Matic in Delta 88 Custom and Delta 88
Available at extra cost with Turbo Hydra-Matic in Delmont 88

310-hp Rocket 455 V8

Horsepower: 310 at 4200 rpm
Torque: 490 lb.-ft. at 2400 rpm
Displacement: 455 cu. in.
Compression ratio: 9.00-to-1
Carburetion: 2-barrel carburetor
Fuel: Regular gasoline
Standard with manual transmission in Delta 88 Custom and Delta 88
Available at extra cost with manual transmission in Delmont 88

360-hp Rocket 400 V8

Horsepower: 360 at 5400 rpm
Torque: 440 lb.-ft. at 3600 rpm
Displacement: 400 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Quadrajete (4-barrel)
Carburetor with Force-Air Induction System and dual exhausts
Available at extra cost with Turbo Hydra-Matic or close-ratio manual transmission in 4-4-2

350-hp Rocket 400 V8

Horsepower: 350 at 4800 rpm
Torque: 440 lb.-ft. at 3200 rpm
Displacement: 400 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Quadrajete (4-barrel)
Carburetor
Fuel: Premium gasoline
Standard with manual transmission in 4-4-2.

325-hp Rocket 400 V8

Horsepower: 325 at 4600 rpm
Torque: 440 lb.-ft. at 3000 rpm
Displacement: 400 cu. in.
Compression ratio: 10.50-to-1
Carburetion: Quadrajete (4-barrel)
Carburetor
Fuel: Premium gasoline
Standard with Turbo Hydra-Matic in 4-4-2. Available at extra cost with Turbo Hydra-Matic in Vista-Cruiser

290-hp Rocket 400 V8 for Turnpike Cruising

Horsepower: 290 at 4600 rpm
Torque: 425 lb.-ft. at 2400 rpm
Displacement: 400 cu. in.
Compression ratio: 9.00-to-1
Carburetion: 2-barrel carburetor
Fuel: Regular gasoline
Available with Turbo Hydra-Matic in 4-4-2
Available at extra cost with Turbo Hydra-Matic in Vista-Cruiser

310-hp Rocket 350 V8

Horsepower: 310 at 4800 rpm
Torque: 390 lb.-ft. at 3200 rpm
Displacement: 350 cu. in.
Compression ratio: 10.25-to-1
Carburetion: Quadrajete (4-barrel)
Carburetor
Fuel: Premium gasoline
Standard in Cutlass Supreme.
Available at extra cost with automatic transmission in Delmont 88. Available at extra cost in Vista-Cruiser, Cutlass V8 and F-85 V8

250-hp Rocket 350 V8

Horsepower: 250 at 4400 rpm
Torque: 355 lb.-ft. at 2600 rpm
Displacement: 350 cu. in.
Compression ratio: 9.00-to-1
Carburetion: 2-barrel carburetor
Fuel: Regular gasoline
Standard in Delmont 88, Vista-Cruiser, Cutlass V8 and F-85 V8.
Available at lower cost in Cutlass Supreme

155-hp Action-Line 6

Horsepower: 155 at 4200 rpm
Torque: 240 lb.-ft. at 2000 rpm
Displacement: 250 cu. in.
Compression ratio: 8.50-to-1
Carburetion: Single-barrel carburetor

Fuel: Regular gasoline
Standard in Cutlass Six and F-85 Six

For high-spirited action there's the Force-Air Engine Induction System that gives the Toronado added zest. It rams cold air through two front-mounted thermoplastic scoops to put extra horses under the hood. Recommended for high-performance driving only.

Oldsmobile's Combustion Control System—standard on all Rocket V8s and Action-Line Sixes—eliminates carburetor icing and promotes faster warm-ups. Engine air is delivered to the carburetor at summertime temperatures year 'round. Gives fuel economy another boost.

It's Rocket Olds right from the start. The UHV Transistorized Ignition System, available at extra cost on 400- and 455-cubic-inch Rockets. No condenser. No breaker points. And spark plug life is extended.

SMOOTHER TRANSMISSIONS

The famous Turbo Hydra-Matic Transmission—standard in Toronado and Ninety-Eight—passes on all the power from your Rocket Engine. Developed primarily to work with Oldsmobile's 400- and 455-cubic-inch V8s. Available at extra cost in all 88 models, Custom Vista-Cruiser and 4-4-2.

Jetaway Drive—2-speed hydraulic torque converter—multiplies engine torque for quick, smooth starts. Once on the road, the turbine revolves without torque multiplication. Here's response plus economy. Extra-cost option on Delmont 88, Cutlass Supreme, Cutlass and F-85 models.

For the young at heart, Olds offers a wide range of manual transmissions for '68, too. Fully synchronized 3-Speed transmission on the column is standard in all 88, Vista-Cruiser, Cutlass Supreme, Cutlass and F-85 models. Fully synchronized, heavy-duty 3-Speed unit with floor-mounted Hurst Competition Shifter is standard in 4-4-2 models and optional for most Cutlass Supreme, Cutlass and F-85 models. Fully synchronized 4-Speed transmission, including Hurst Competition Shifter, is offered with floor shift only. Available in "wide" or "close" ratio in 4-4-2, Cutlass Supreme, Cutlass and F-85 V8s. Available in "wide" ratio only in Vista-Cruiser.

Oldsmobile safety starts with a solid, soundly engineered chassis and goes on from there. From side marker lights in front to backup lights in the rear, a full deck of standard safety items is on guard in every Olds.

Heavy body insulation under hood, inside doors, under floor pan, in trunk and inside fenders reduces noise.

Energy-absorbing steering column has collapsible sections that telescope up to 8 1/4 inches under severe impact for added safety.

Improved braking from new wheel cylinder design gives better balance between front and rear. In addition, Toronado uses new tandem power brake system.

Twin-Triangle Rear Suspension provides stability, reduces wheel hop.

Rugged Torque-Beam Frame resists twist.

Four-coil springs feature reduced rates for smoother ride.

Chassis, springs and shock absorbers have been revised for better balanced ride.

Pivot-Poise Suspension boasts new springs, shock absorbers and ball joints for flatter cornering.

Vibra-Tuned Body Mounts isolate vibration.

New Brake lining design produces less friction during break-in, provides greater stability, smoother operation.

Oldsmobile rear axle is expertly designed to give higher capacity and operate smoother.

New "firm ride" chassis option is available on all full-size models. Special front and rear shock absorbers and bushings provide increased damping, more rigid suspension.

Options and Accessories

Customize your Oldsmobile just the way you want it. Olds has options and accessories aplenty. Vinyl tops. Rally tachs. Even a horn that sounds when you squeeze the wheel. Name it. It's yours, at a modest extra cost.

- Front Seat Head Restraints • Power Deck-Lid Release • Power Tailgate Window • Dual Exhausts • Rear Seat Shoulder Belts • Super Stock Wheels • Whitewall Tires • Simulated Wire Wheels • Sports Console • Reclining Seat • Safety Sentinel • Power Steering • Power Seat • Power Brakes • Tachometer • Deluxe Wheel Discs • Clock • Power Door Locks • Power

- Ventipanes • Power Windows • Soft-Ray and Shade-Lite Tinted Windows • Rear Window Defogger • Chrome Door Edge Moldings • Chrome Window Moldings • Ski Rack • Station Wagon Luggage Rack • Courtesy Lights • Cornering Lights Tilt-Away Steering Wheel • Stereo Tape Player • Front Disc Brakes • Anti-Spin Rear Axle.

Tilt and Telescope Steering Wheel lets you select the wheel position best for your driving, allows easier entrance and exit. Telescopes a full 3 inches, has 7 tilt positions. Plus a new Olds exclusive—a horn control that extends all the way around the inside of the steering wheel and sounds when you squeeze it.

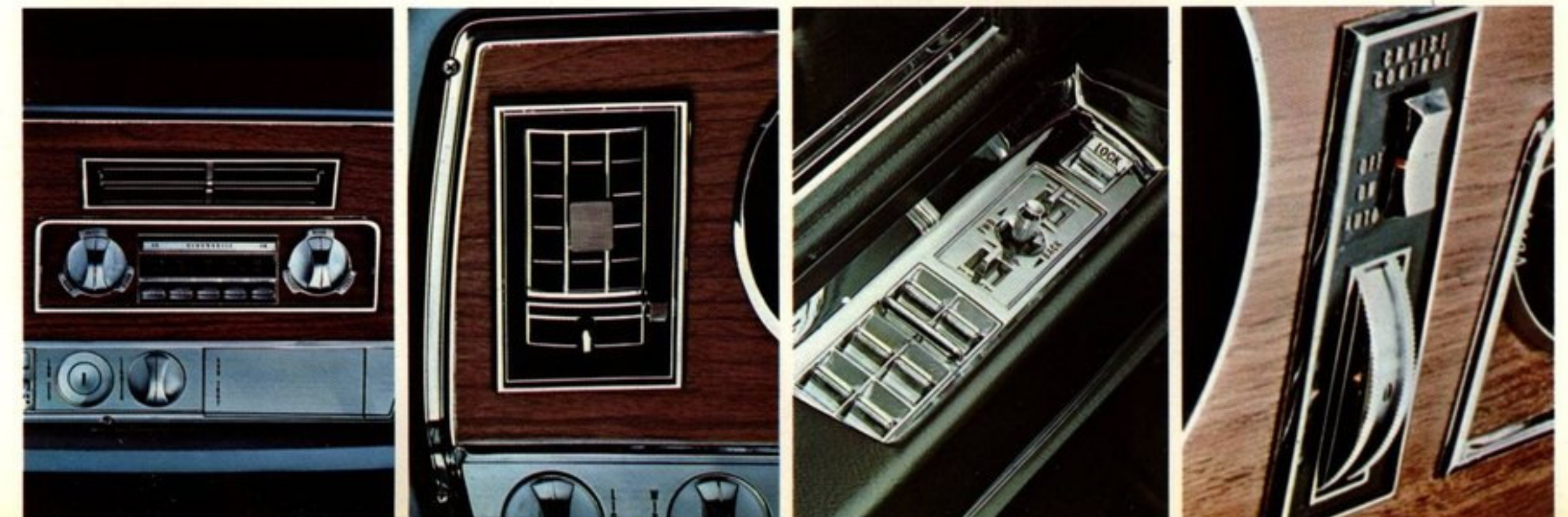
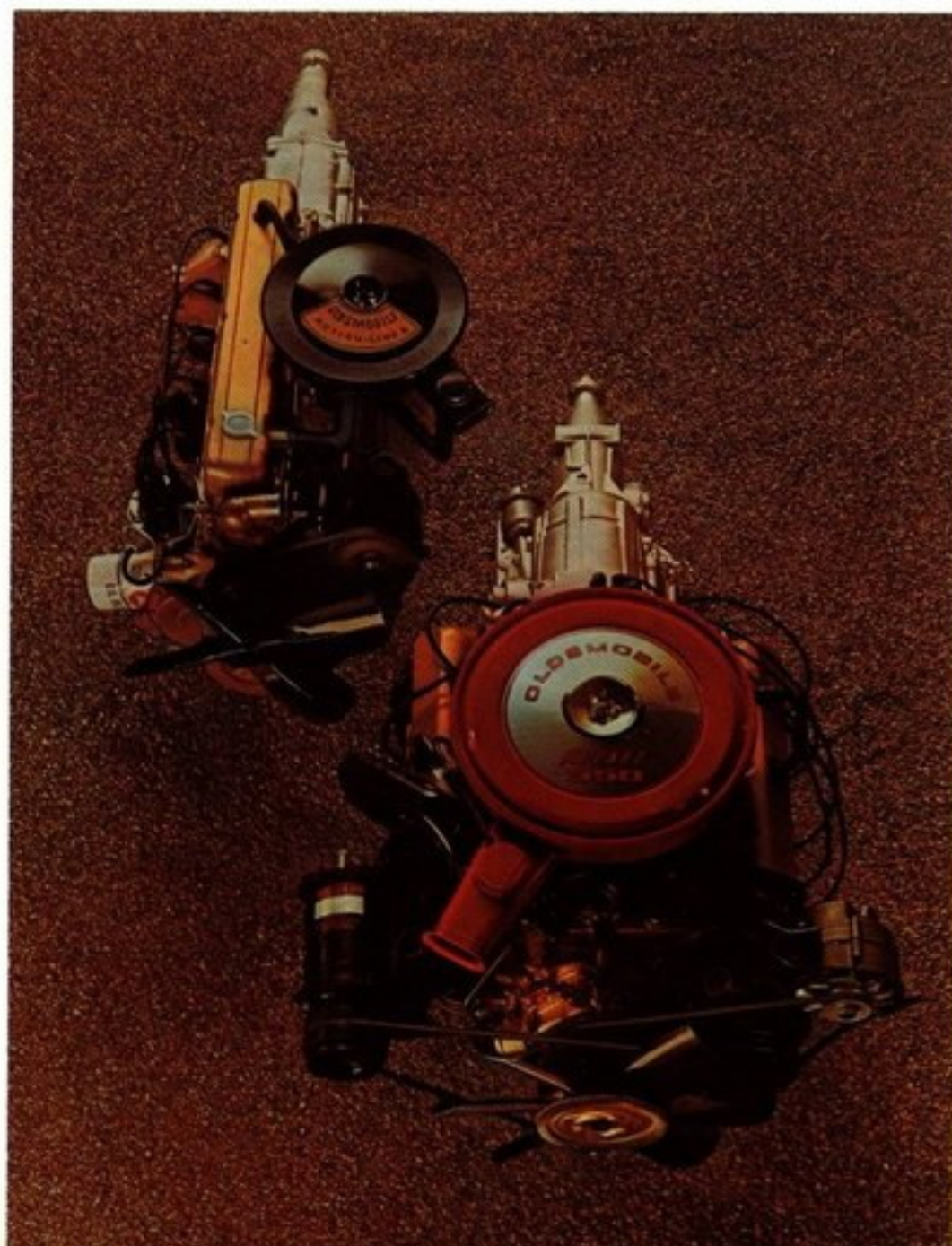
Four-Season Air Conditioning keeps the interior of your Oldsmobile cool and fresh, reduces humidity and pollen. Cools in seconds. Four-Season Air Conditioning with Comforton—available on all full-size Oldsmobiles—provides automatic temperature control.

Rear seat speaker is available on all Oldsmobile models, produces a pleasing stereo effect. Power antenna is also available.

Arm Rest Console gives you the safety convenience of operating power windows, seats and ventipanes with your left hand.

AM-FM Radio available on all Oldsmobiles for '68. AM-FM Stereo Radio adds an exciting new dimension to your driving enjoyment.

Cruise-Control lets you maintain constant speed on turnpikes. Built-in warning device. Automatically disengages when brake is used.



SPECIFICATIONS

GENERAL	TORONADO	NINETY-EIGHT	DELTA 88 CUSTOM	DELTA 88	DELMONT 88	4-4-2	CUTLASS SUPREME	CUTLASS S	CUTLASS	F-85	VISTA-CRUISER
Wheelbase (in.)	119"	126"	123"	123"	123"	112"	116" ^a	112"	116"	116"	121"
Overall length (in.)	211.4"	223.7"	217.8"	217.8"	217.8"	201.6"	205.6" ^b	201.6"	205.6"	205.6" ^b	217.5"
Overall width (in.)	78.8"	80.0"	80.0"	80.0"	80.0"	76.9"	76.8" ^c	76.9"	76.8"	76.8" ^c	76.7"
Overall height (in.)	52.8"	55.8"	54.5"	55.5"	55.5"	52.8"	53.5" ^d	52.8"	53.5"	53.5" ^d	56.8"
Shipping weight (lb.)	4280	4347 ^e	4115 ^e	4090 ^e	3977 ^e	3470 ^f	3413 ^e	3308 ^f	3368 ^e	3293 ^g	3957 ^h
Headroom, front/rear (in.) [*]	37.9"/37.3"	39.6"/38.2"	38.2"/37.3"	38.9"/37.8"	39.1"/37.8"	37.6"/36.3"	38.9"/37.1" ⁱ	37.6"/36.3"	38.9"/37.1"	38.9"/37.1" ⁱ	38.9"/39.1"
Legroom, front/rear (in.) [*]	41.3"/36.6"	42.2"/41.6"	41.6"/38.7"	41.6"/39.0"	41.7"/39.0"	42.7"/32.7"	42.8"/35.1"	42.7"/32.7"	42.8"/35.1"	42.8"/35.1" ⁱ	42.8"/36.8"
Hiproom, front/rear (in.) [*]	62.2"/55.6"	63.5"/62.6"	63.7"/62.7"	63.7"/62.9"	63.8"/62.8"	59.5"/53.0"	59.5"/59.4" ⁱ	59.5"/53.0"	59.5"/59.4"	59.5"/59.4" ⁱ	59.5"/59.0"
Tread, front/rear (in.)	63.5"/63.0"	62.5"/63.0"	62.5"/63.0"	62.5"/63.0"	62.5"/63.0"	59.0"/59.0"	59.0"/59.0"	59.0"/59.0"	59.0"/59.0"	59.0"/59.0"	59.0"/59.0"
Tire size (in.)	8.85 x 15"	8.85 x 14"	8.55 x 14"	8.55 x 14"	8.55 x 14"	F70 x 14" [†]	7.75 x 14"	7.75 x 14"	7.75 x 14"	7.75 x 14"	8.25 x 14"
Trunk capacity (cu. ft.)	14.5	20.1	19.0	19.0	19.0	17.5	17.5	17.5	17.5	17.5	—
Fuel-tank capacity (imp. gal.)	20	20-5/6	20-5/6	20-5/6	20-5/6	16-2/3	16-2/3	16-2/3	16-2/3	16-2/3	16-2/3
Axle ratio (auto. trans.)	3.08-to-1	2.56-to-1	2.56-to-1	2.56-to-1	2.78-to-1	3.08-to-1	2.78-to-1	2.78-to-1	2.78-to-1	2.78-to-1	2.78-to-1

a—Coupe 112" b—Coupe 201.6" c—Coupe 76.2" d—Coupe 52.8" e—Holiday Sedan. f—Holiday Coupe. g—Town Sedan (V8). h—2-Seat Model. i—Coupe dimensions same as 4-4-2.

*—Town Sedan unless otherwise indicated. †—Red Stripe

ENGINES	HORSE-POWER at RPM	TORQUE at RPM (lb.-ft.)	DISPLACEMENT (cu. in.)	COMPRESSION RATIO	CARBURETOR (no. bbl.)	FUEL	AVAILABILITY
400-hp Rocket 455 V8*	400 at 4800	500 at 3200	455	10.25-to-1	4*	Premium	Available at extra cost on Toronado
375-hp Rocket 455 V8	375 at 4600	510 at 3000	455	10.25-to-1	4	Premium	Standard on Toronado
365-hp Rocket 455 V-8	365 at 4600	510 at 3000	455	10.25-to-1	4	Premium	Standard on Ninety-Eight; available at extra cost with Turbo Hydra-Matic on Delta 88 Custom, Delta 88 and Delmont 88
320-hp Rocket 455 V8	320 at 4200	500 at 2400	455	10.25-to-1	2	Premium	Available at no extra cost with Turbo Hydra-Matic on Delta 88 Custom, Delta 88; extra cost on Delmont 88
310-hp Rocket 455 V8	310 at 4200	490 at 2400	455	9.00-to-1	2	Regular	Standard on Delta 88 Custom and Delta 88; available at extra cost on Delmont 88
360-hp Rocket 400 V8*	360 at 5400	440 at 3600	400	10.50-to-1	4*	Premium	Available at extra cost on 4-4-2
350-hp Rocket 400 V8	350 at 4800	440 at 3200	400	10.50-to-1	4	Premium	Standard on 4-4-2 with fully synchronized transmission
325-hp Rocket 400 V8	325 at 4600	440 at 3000	400	10.50-to-1	4	Premium	Standard on 4-4-2 with Turbo Hydra-Matic; Extra-cost on Vista-Cruiser with Turbo Hydra-Matic
290-hp Rocket 400 V8	290 at 4600	425 at 2400	400	9.00-to-1	2	Regular	Available on 4-4-2 with Turbo Hydra-Matic; Extra cost on Vista-Cruiser with Turbo Hydra-Matic
310-hp Rocket 350 V8	310 at 4800	390 at 3200	350	10.25-to-1	4	Premium	Standard on Cutlass Supreme; available at extra cost with Turbo Hydra-Matic or Jetaway Drive on Delmont 88; available at extra cost on Vista-Cruiser, Cutlass and F-85
250-hp Rocket 350 V8	250 at 4400	355 at 2600	350	9.00-to-1	2	Regular	Standard on Vista-Cruiser; Standard V8 on Cutlass and F-85; available at lower cost on Cutlass Supreme; Standard on Delmont 88
155-hp Action-Line 6	155 at 4200	240 at 2000	250	8.50-to-1	1	Regular	Standard Six on Cutlass and F-85

*—With Force-Air Induction System.

EQUIPMENT	TORONADO	NINETY-EIGHT	DELTA 88 CUSTOM	DELTA 88	DELMONT 88	4-4-2	CUTLASS SUPREME	CUTLASS S	CUTLASS	F-85	VISTA-CRUISER
Turbo Hydra-Matic	Std.	Std.	Opt.	Opt.	Opt.	Opt.	—	—	—	—	Opt.
Jetaway Drive	—	—	—	—	Opt.	—	Opt.	Opt.	Opt.	Opt.	—
Power Steering	Std.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Power Brakes	Std.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Power Windows	Opt.	Std. a	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	—	Opt.
Power Seat	Opt.	Std. a	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Custom Sport seat	—	Std. b	Std.	Std. b	Opt. c	—	Std. d	—	—	—	—
Strato Bucket Seats	Opt.	—	Opt. e	—	—	Std.	Std. f	Std. g	—	—	—
Foam-Padded Front Seat	Std.	Std.	Std.	Std.	Opt.	Std.	Std.	Std.	Opt.	Opt.	Std.
Deluxe Steering Wheel	Std.	Std.	Std.	Std.	Opt.	Std.	Std.	Std.	Std.	Opt.	Std.
Electric Clock	Std.	Std.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.
Wheel Discs	Opt.	Std.	Std.	Std.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Opt.

Note: Optional equipment is at extra cost unless otherwise indicated. a—Opt. in Town Sedan. b—Std. in Holiday Sedan and Holiday Coupe. c—Included in Custom Interior for Holiday Sedan and Holiday Coupe. d—Std. in Holiday Sedan. e—Opt. in Holiday Coupe. f—Std. in Holiday Coupe. g—Std. in Convertible; opt. in Sports and Holiday Coupe.

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Every Oldsmobile has to make it before we mark it.



MARK OF EXCELLENCE

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